

## CLAIMS

What is claimed is:

- 1 1. A multimedia content interface system for providing multimedia content  
2 stored on a data communications network to an end-user over another network,  
3 the multimedia content interface system communicatively connected to the  
4 data communications network and the other network, comprising:  
5 a media delivery interface module operable to interface with the end-  
6 user over the other network, accept a request for multimedia content from the  
7 end-user, access multimedia content over the data communications network,  
8 and provide the multimedia content to the end-user over the other network; and  
9 a content address translation module operable to provide an address  
10 mapping between an address of multimedia content stored on the data  
11 communications network and an address of the end-user on the other network.
- 1 2. The system of claim 1, wherein the other network comprises a  
2 telecommunications network and the multimedia content is provided to the  
3 end-user over a voice channel of the telecommunications network.

1 3. The system of claim 2, wherein the telecommunications network  
2 comprises at least one of a Public Switched Telephone Network (PSTN), a  
3 proprietary local telecommunications network, and a proprietary long distance  
4 telecommunications network.

1 4. The system of claim 2, wherein the telecommunications network  
2 comprises at least one of a wireless telecommunications network and a wireline  
3 telecommunications network.

1 5. The system of claim 2, wherein the telecommunications network  
2 comprises at a wireless telecommunications network and a wireline  
3 telecommunications network, which are interconnected.

1 6. The system of claim 1, wherein the end-user operates an end-user  
2 device including at least one of a telephone station and an Internet protocol  
3 capable device.

1     7.     The system of claim 1, wherein the end-user operates an end-user  
2     device including at least one of a wireless telephone station, a wired telephone  
3     station, a personal digital assistant, and a laptop computer.

1     8.     The system of claim 1, wherein the media delivery interface module is  
2     further operable to perform the steps of:  
3         receiving a telephone call from the end-user;  
4         presenting a user interface to the end-user;  
5         accepting a selection of multimedia content from the end-user; and  
6         providing the selected multimedia content to the end user.

1     9.     The system of claim 8, wherein the step of presenting a user interface to  
2     the end-user comprises the step of:  
3         presenting a different user interface, multimedia content selections,  
4     and/or multimedia content to the end-user based on a telephone number dialed  
5     by the end-user to place the telephone call.

1     10.    The system of claim 9, wherein the step of providing the selected  
2     multimedia content to the end user comprises the steps of:

3            requesting the selected multimedia content over the data  
4        communications network from a source of multimedia content using an  
5        indicator of a location of the multimedia content;  
6            receiving over the data communications network the requested  
7        multimedia content; and  
8            providing the requested multimedia content to the end-user over the  
9        other network.

1        11.    The system of claim 10, wherein there are a plurality of end-users  
2        requesting the same multimedia content and the step of providing the selected  
3        multimedia content to the end-user comprises the step of:  
4            providing the multimedia content to all end-users that requested the  
5        multimedia content.

1        12.    The system of claim 11, wherein the requested multimedia content is  
2        live multimedia content and the step of providing the multimedia content to all  
3        end-users that requested the multimedia content comprises the step of:  
4            providing the multimedia content to an end-user from a point in the  
5        multimedia content at which the end-user requested the multimedia content.

1 13. The system of claim 11, wherein the requested multimedia content is  
2 recorded multimedia content and the step of providing the multimedia content  
3 to all end-users that requested the multimedia content comprises the steps of:  
4 providing the multimedia content to an end-user from a point in the  
5 multimedia content at which the end-user requested the multimedia content;  
6 and  
7 repeating providing the multimedia content from the start of the  
8 multimedia content.

1 14. The system of claim 11, wherein the requested multimedia content is  
2 recorded multimedia content and the step of providing the multimedia content  
3 to all end-users that requested the multimedia content comprises the step of:  
4 providing the multimedia content from the start of the multimedia  
5 content for each end-user that requests the multimedia content.

1 15. The system of claim 9, wherein the step of presenting a user interface to  
2 the end-user further comprises the step of:

3           presenting a different user interface, multimedia content selections,  
4   and/or multimedia content to the end-user based on a telephone number from  
5   which the end-user placed the telephone call.

1   16.   The system of claim 8, wherein the step of presenting a user interface to  
2   the end-user comprises the step of:  
3           presenting a personalized content selection.

1   17.   The system of claim 16, wherein the step of presenting the personalized  
2   content selection comprises the step of:  
3           presenting the personalized content selection based on a telephone  
4   number from which the end-user placed the telephone call.

1   18.   The system of claim 16, wherein the step of presenting the personalized  
2   content selection comprises the step of:  
3           presenting the personalized content selection based on a telephone  
4   number dialed by the end-user to place the telephone call.

1 19. The system of claim 16, wherein the step of presenting the personalized  
2 content selection comprises the step of:

3 presenting the personalized content selection based on a telephone  
4 number dialed by the end-user to place the telephone call.

1 20. The system of claim 16, further operable to perform the step of:

2 providing the capability for the end-user to manage the personalized  
3 content selection.

1 21. The system of claim 20, wherein the step of providing the capability for  
2 the end-user to manage the personalized content selection comprises the step  
3 of:

4 providing the capability for the end-user to manage the personalized  
5 content selection over the data communications network.

1 22. The system of claim 21, wherein the data communications network is  
2 the Internet.

1    23.    The system of claim 8, wherein the media delivery interface module is  
2    further operable to perform the step of:  
3            controlling access and/or input to the media delivery interface module.

1    24.    The system of claim 23, wherein the step of controlling access and/or  
2    input to the media delivery interface module comprises at least one of:  
3            providing password control to establish origination connections;  
4            metering to control, limit, and/or bill based on a length or size of the  
5    multimedia content, a number of simultaneous accesses to the multimedia  
6    content, a number of total accesses to the multimedia content, a time of access  
7    to the multimedia content, and/or periodic charges;  
8            limiting input sources to hardwired connections;  
9            accept connection only from designated sources;  
10          controlling which pieces of content are available based on an access  
11    method, login, and/or interconnect;  
12          importing an external permissions file;  
13          providing a sample multimedia content, then requiring billing  
14    information to continue providing multimedia content;



15           blocking specific calling numbers automatically after sample  
16 multimedia content has been provided, until payment is made; and  
17           blocking specific calling numbers permanently.

1   25.   The system of claim 24, wherein the media delivery interface module is  
2 further operable to perform the step of:  
3           providing advertising content to the end-user.

1   26.   The system of claim 25, wherein the step of providing advertising  
2 content to the end-user comprises at least one of:  
3           providing advertising content by class of service;  
4           providing advertising content based on selected multimedia content;  
5           providing advertising content before and/or after providing selected  
6 multimedia content; and  
7           providing advertising content based on a timed advertising interval.

1   27.   The system of claim 8, wherein the media delivery interface module is  
2 further operable to perform the step of:  
3           requesting the selected multimedia content from a Web server.

1 28. The system of claim 27, wherein the step of the requesting the selected  
2 multimedia content from a Web server comprises the step of:  
3 requesting the selected multimedia content from the Web server using a  
4 uniform resource locator.

1 29. The system of claim 28, wherein the data communications network is  
2 the Internet.

1 30. The system of claim 8, wherein the media delivery interface module is  
2 further operable to perform the step of:  
3 requesting the selected multimedia content from a multimedia content  
4 server.

1 31. The system of claim 30, wherein the step of the requesting the selected  
2 multimedia content from the multimedia content server comprises the step of:  
3 requesting the selected multimedia content from the multimedia content  
4 server using a uniform resource locator.

1 32. The system of claim 31, wherein the data communications network is  
2 the Internet.

1 33. The system of claim 1, further comprising:  
2 a media acceptance/conversion module operable to provide a physical  
3 interface for a plurality of multimedia content feeds and to convert an  
4 incoming format of each multimedia content feed into an internal media  
5 format.

1 34. The system of claim 33, wherein a multimedia content feed comprises  
2 proprietary content or content not available on the Internet and the system is  
3 operable to interface the multimedia content feed through the media  
4 acceptance/conversion module for conversion of an incoming format of the  
5 multimedia content feed into an internal media format and to relay the  
6 converted multimedia content feed to the media delivery interface module for  
7 delivery to the end user.

1 35. The system of claim 34, wherein the incoming format of the multimedia  
2 content feed includes at least one of analog voice, digital voice, dial-up

3 telephony via a voice response unit, and Internet Protocol streaming media  
4 protocols.

1 36. The system of claim 33, wherein a multimedia content feed comprises  
2 publicly available Internet content and the system is operable to deliver the  
3 multimedia content directly to the media delivery interface module for delivery  
4 to the end user.

1 37. The system of claim 33, wherein a multimedia content feed comprises  
2 publicly available Internet content and the system is operable to interface the  
3 multimedia content feed through the media acceptance/conversion module for  
4 conversion of an incoming format of the multimedia content feed into an  
5 internal media format and to relay the converted multimedia content feed to the  
6 media delivery interface module for delivery to the end user if there are  
7 capacity limitations on a source the multimedia content feed, if there are cost  
8 advantages, or if the multimedia content is to be stored for future use.

1 38. The system of claim 33, further comprising:

2           a media storage module operable to provide temporary storage for  
3 multimedia content that is to be stored for future use.

1   39.    The system of claim 38, wherein a multimedia content feed comprises  
2 multimedia content to be stored for future use and the system is operable to  
3 interface the multimedia content feed through the media acceptance/conversion  
4 module for conversion of an incoming format of the multimedia content feed  
5 into an internal media format, to store the converted multimedia content in the  
6 media storage module, to retrieve the converted multimedia content from the  
7 media storage module, and to deliver the retrieved converted multimedia  
8 content to the media delivery interface module for delivery to the end user.

1   40.    In a multimedia content interface system for providing multimedia  
2 content stored on a data communications network to an end-user over another  
3 network, the multimedia content interface system communicatively connected  
4 to the data communications network and the other network, a method for  
5 providing multimedia content comprising the steps of:

6           accepting a request for multimedia content from the end-user;  
7           accessing multimedia content over the data communications network;

8           providing the multimedia content to the end-user over the other  
9 network; and  
10           providing an address mapping between an address of multimedia  
11 content stored on the data communications network and an address of the end-  
12 user on the other network.

1   41.   The method of claim 40, wherein the other network comprises a  
2 telecommunications network and the multimedia content is provided to the  
3 end-user over a voice channel of the telecommunications network.

1   42.   The method of claim 41, wherein the telecommunications network  
2 comprises at least one of a Public Switched Telephone Network (PSTN), a  
3 proprietary local telecommunications network, and a proprietary long distance  
4 telecommunications network.

1   43.   The method of claim 41, wherein the telecommunications network  
2 comprises at least one of a wireless telecommunications network and a wireline  
3 telecommunications network.

1 44. The method of claim 41, wherein the telecommunications network  
2 comprises at a wireless telecommunications network and a wireline  
3 telecommunications network, which are interconnected.

1 45. The method of claim 40, wherein the end-user operates an end-user  
2 device including at least one of a telephone station and an Internet protocol  
3 capable device.

1 46. The method of claim 40, wherein the end-user operates an end-user  
2 device including at least one of a wireless telephone station, a wired telephone  
3 station, a personal digital assistant, and a laptop computer.

1 47. The method of claim 40, wherein the step of accepting a request for  
2 multimedia content from the end-user comprises the steps of:

3 receiving a telephone call from the end-user;  
4 presenting a user interface to the end-user; and  
5 accepting a selection of multimedia content from the end-user.

1 48. The method of claim 47, wherein the step of providing the multimedia  
2 content to the end-user over the other network comprises the step of:  
3 providing the selected multimedia content to the end user.

1 49. The method of claim 48, wherein the step of presenting a user interface  
2 to the end-user comprises the step of:  
3 presenting a different user interface, multimedia content selections,  
4 and/or multimedia content to the end-user based on a telephone number dialed  
5 by the end-user to place the telephone call.  
6

1 50. The method of claim 49, wherein the step of providing the selected  
2 multimedia content to the end user comprises the steps of:  
3 requesting the selected multimedia content over the data  
4 communications network from a source of multimedia content using an  
5 indicator of a location of the multimedia content;  
6 receiving over the data communications network the requested  
7 multimedia content; and



8 providing the requested multimedia content to the end-user over the  
9 other network.

1 51. The method of claim 49, wherein there are a plurality of end-users  
2 requesting the same multimedia content and the step of providing the selected  
3 multimedia content to the end-user comprises the step of:

4 providing the multimedia content to all end-users that requested the  
5 multimedia content.

1 52. The method of claim 51, wherein the requested multimedia content is  
2 live multimedia content and the step of providing the multimedia content to all  
3 end-users that requested the multimedia content comprises the step of:

4 providing the multimedia content to an end-user from a point in the  
5 multimedia content at which the end-user requested the multimedia content.

1 53. The method of claim 51, wherein the requested multimedia content is  
2 recorded multimedia content and the step of providing the multimedia content  
3 to all end-users that requested the multimedia content comprises the steps of:

4            providing the multimedia content to an end-user from a point in the  
5 multimedia content at which the end-user requested the multimedia content;  
6 and  
7            repeating providing the multimedia content from the start of the  
8 multimedia content.

1    54.    The method of claim 51, wherein the requested multimedia content is  
2 recorded multimedia content and the step of providing the multimedia content  
3 to all end-users that requested the multimedia content comprises the step of:  
4            providing the multimedia content from the start of the multimedia  
5 content for each end-user that requests the multimedia content.

1    55.    The method of claim 49, wherein the step of presenting a user interface  
2 to the end-user further comprises the step of:  
3            presenting a different user interface, multimedia content selections,  
4 and/or multimedia content to the end-user based on a telephone number from  
5 which the end-user placed the telephone call.

1 56. The method of claim 48, wherein the step of presenting a user interface  
2 to the end-user comprises the step of:  
3 presenting a personalized content selection.

1 57. The method of claim 56, wherein the step of presenting the personalized  
2 content selection comprises the step of:  
3 presenting the personalized content selection based on a telephone  
4 number from which the end-user placed the telephone call.

1 58. The method of claim 56, wherein the step of presenting the personalized  
2 content selection comprises the step of:  
3 presenting the personalized content selection based on a telephone  
4 number dialed by the end-user to place the telephone call.

1 59. The method of claim 56, wherein the step of presenting the personalized  
2 content selection comprises the step of:  
3 presenting the personalized content selection based on a telephone  
4 number dialed by the end-user to place the telephone call.

1 60. The method of claim 56, further operable to perform the step of:  
2 providing the capability for the end-user to manage the personalized  
3 content selection.

1 61. The method of claim 60, wherein the step of providing the capability for  
2 the end-user to manage the personalized content selection comprises the step  
3 of:  
4 providing the capability for the end-user to manage the personalized  
5 content selection over the data communications network.

1 62. The method of claim 61, wherein the data communications network is  
2 the Internet.

1 63. The method of claim 48, further comprising the step of:  
2 controlling access and/or input to the media delivery interface module.

1 64. The method of claim 63, wherein the step of controlling access and/or  
2 input to the media delivery interface module comprises at least one of:  
3 providing password control to establish origination connections;

4           metering to control, limit, and/or bill based on a length or size of the  
5   multimedia content, a number of simultaneous accesses to the multimedia  
6   content, a number of total accesses to the multimedia content, a time of access  
7   to the multimedia content, and/or periodic charges;  
8           limiting input sources to hardwired connections;  
9           accept connection only from designated sources;  
10          controlling which pieces of content are available based on an access  
11   method, login, and/or interconnect;  
12          importing an external permissions file;  
13          providing a sample multimedia content, then requiring billing  
14   information to continue providing multimedia content;  
15          blocking specific calling numbers automatically after sample  
16   multimedia content has been provided, until payment is made; and  
17          blocking specific calling numbers permanently.

1   65.   The method of claim 64, further comprising the step of:  
2          providing advertising content to the end-user.

1 66. The method of claim 65, wherein the step of providing advertising  
2 content to the end-user comprises at least one of:  
3 providing advertising content by class of service;  
4 providing advertising content based on selected multimedia content;  
5 providing advertising content before and/or after providing selected  
6 multimedia content; and  
7 providing advertising content based on a timed advertising interval.

1 67. The method of claim 48, wherein the media delivery interface module is  
2 further operable to perform the step of:  
3 requesting the selected multimedia content from a Web server.

1 68. The method of claim 67, wherein the step of the requesting the selected  
2 multimedia content from a Web server comprises the step of:  
3 requesting the selected multimedia content from the Web server using a  
4 uniform resource locator.

1 69. The method of claim 68, wherein the data communications network is  
2 the Internet.

1 70. The method of claim 48, wherein the media delivery interface module is  
2 further operable to perform the step of:  
3 requesting the selected multimedia content from a multimedia content  
4 server.

1 71. The method of claim 70, wherein the step of the requesting the selected  
2 multimedia content from the multimedia content server comprises the step of:  
3 requesting the selected multimedia content from the multimedia content  
4 server using a uniform resource locator.

1 72. The method of claim 71, wherein the data communications network is  
2 the Internet.

1 73. The method of claim 40, further comprising the steps of:  
2 providing a physical interface for a plurality of multimedia content  
3 feeds, and  
4 converting an incoming format of each multimedia content feed into an  
5 internal media format.

1 74. The method of claim 73, wherein a multimedia content feed comprises  
2 proprietary content or content not available on the Internet and the method  
3 further comprises the step of:  
4 relaying the converted multimedia content feed for delivery to the end  
5 user.

1 75. The method of claim 74, wherein the incoming format of the  
2 multimedia content feed includes at least one of analog voice, digital voice,  
3 dial-up telephony via a voice response unit, and Internet Protocol streaming  
4 media protocols.

1 76. The method of claim 73, wherein a multimedia content feed comprises  
2 publicly available Internet content and the method further comprises the step  
3 of:  
4 delivering the multimedia content directly for delivery to the end user.



1 77. The method of claim 73, wherein a multimedia content feed comprises  
2 publicly available Internet content and the method further comprises the steps  
3 of:

4 relaying the converted multimedia content feed for delivery to the end  
5 user if there are capacity limitations on a source the multimedia content feed, if  
6 there are cost advantages, or if the multimedia content is to be stored for future  
7 use.

1 78. The method of claim 73, further comprising the step of:

2 providing temporary storage for multimedia content that is to be stored  
3 for future use.

1 79. The method of claim 78, wherein a multimedia content feed comprises  
2 multimedia content to be stored for future use and the further comprises the  
3 step of:

4 storing the converted multimedia content;

5 retrieving the converted multimedia content; and

6 delivering the retrieved converted multimedia content for delivery to the  
7 end user.

1 80. A computer program product for a multimedia content interface system  
2 for providing multimedia content stored on a data communications network to  
3 an end-user over another network, the multimedia content interface system  
4 communicatively connected to the data communications network and the other  
5 network, the computer program product for performing a workflow process in an  
6 electronic commerce system, comprising a computer readable medium and  
7 computer program instructions, recorded on the computer readable medium,  
8 executable by a processor, for performing the steps of:

9 accepting a request for multimedia content from the end-user;  
10 accessing multimedia content over the data communications network;  
11 providing the multimedia content to the end-user over the other  
12 network; and  
13 providing an address mapping between an address of multimedia  
14 content stored on the data communications network and an address of the end-  
15 user on the other network.

1 81. The computer program product of claim 80, wherein the other network  
2 comprises a telecommunications network and the multimedia content is

3 provided to the end-user over a voice channel of the telecommunications  
4 network.

1 82. The computer program product of claim 81, wherein the  
2 telecommunications network comprises at least one of a Public Switched  
3 Telephone Network (PSTN), a proprietary local telecommunications network,  
4 and a proprietary long distance telecommunications network.

1 83. The computer program product of claim 81, wherein the  
2 telecommunications network comprises at least one of a wireless  
3 telecommunications network and a wireline telecommunications network.

1 84. The computer program product of claim 81, wherein the  
2 telecommunications network comprises at a wireless telecommunications  
3 network and a wireline telecommunications network, which are interconnected.

1 85. The computer program product of claim 80, wherein the end-user  
2 operates an end-user device including at least one of a telephone station and an  
3 Internet protocol capable device.

1 86. The computer program product of claim 80, wherein the end-user  
2 operates an end-user device including at least one of a wireless telephone  
3 station, a wired telephone station, a personal digital assistant, and a laptop  
4 computer.

1 87. The computer program product of claim 86, wherein the step of  
2 accepting a request for multimedia content from the end-user comprises the  
3 steps of:

4 receiving a telephone call from the end-user;  
5 presenting a user interface to the end-user; and  
6 accepting a selection of multimedia content from the end-user.

1 88. The computer program product of claim 87, wherein the step of  
2 providing the multimedia content to the end-user over the other network  
3 comprises the step of:

4 providing the selected multimedia content to the end user.

1 89. The computer program product of claim 88, wherein the step of  
2 presenting a user interface to the end-user comprises the step of:  
3 presenting a different user interface, multimedia content selections,  
4 and/or multimedia content to the end-user based on a telephone number dialed  
5 by the end-user to place the telephone call.

1 90. The computer program product of claim 89, wherein the step of  
2 providing the selected multimedia content to the end user comprises the steps  
3 of:  
4 requesting the selected multimedia content over the data  
5 communications network from a source of multimedia content using an  
6 indicator of a location of the multimedia content;  
7 receiving over the data communications network the requested  
8 multimedia content; and  
9 providing the requested multimedia content to the end-user over the  
10 other network.

1 91. The computer program product of claim 90, wherein there are a  
2 plurality of end-users requesting the same multimedia content and the step of

3 providing the selected multimedia content to the end-user comprises the step  
4 of:  
5 providing the multimedia content to all end-users that requested the  
6 multimedia content.

1 92. The computer program product of claim 91, wherein the requested  
2 multimedia content is live multimedia content and the step of providing the  
3 multimedia content to all end-users that requested the multimedia content  
4 comprises the step of:  
5 providing the multimedia content to an end-user from a point in the  
6 multimedia content at which the end-user requested the multimedia content.

1 93. The computer program product of claim 91, wherein the requested  
2 multimedia content is recorded multimedia content and the step of providing  
3 the multimedia content to all end-users that requested the multimedia content  
4 comprises the steps of:  
5 providing the multimedia content to an end-user from a point in the  
6 multimedia content at which the end-user requested the multimedia content;  
7 and

8 repeating providing the multimedia content from the start of the  
9 multimedia content.

1 94. The computer program product of claim 91, wherein the requested  
2 multimedia content is recorded multimedia content and the step of providing  
3 the multimedia content to all end-users that requested the multimedia content  
4 comprises the step of:

5 providing the multimedia content from the start of the multimedia  
6 content for each end-user that requests the multimedia content.

1 95. The method of claim 88, wherein the step of presenting a user interface  
2 to the end-user comprises the step of:

3 presenting a personalized content selection.

1 96. The method of claim 95, wherein the step of presenting the personalized  
2 content selection comprises the step of:

3 presenting the personalized content selection based on a telephone  
4 number from which the end-user placed the telephone call.

1 97. The method of claim 95, wherein the step of presenting the personalized  
2 content selection comprises the step of:  
3 presenting the personalized content selection based on a telephone  
4 number dialed by the end-user to place the telephone call.

1 98. The method of claim 95, wherein the step of presenting the personalized  
2 content selection comprises the step of:  
3 presenting the personalized content selection based on a telephone  
4 number dialed by the end-user to place the telephone call.

1 99. The method of claim 95, further operable to perform the step of:  
2 providing the capability for the end-user to manage the personalized  
3 content selection.

1 100. The method of claim 99, wherein the step of providing the capability for  
2 the end-user to manage the personalized content selection comprises the step  
3 of:  
4 providing the capability for the end-user to manage the personalized  
5 content selection over the data communications network.



1 101. The method of claim 100, wherein the data communications network is  
2 the Internet.

1 102. The computer program product of claim 80, further comprising the step  
2 of:  
3 controlling access and/or input to the media delivery interface module.

1 103. The computer program product of claim 102, wherein the step of  
2 controlling access and/or input to the media delivery interface module  
3 comprises at least one of:  
4 providing password control to establish origination connections;  
5 metering to control, limit, and/or bill based on a length or size of the  
6 multimedia content, a number of simultaneous accesses to the multimedia  
7 content, a number of total accesses to the multimedia content, a time of access  
8 to the multimedia content, and/or periodic charges;  
9 limiting input sources to hardwired connections;  
10 accept connection only from designated sources;

11           controlling which pieces of content are available based on an access  
12   method, login, and/or interconnect;  
13           importing an external permissions file;  
14           providing a sample multimedia content, then requiring billing  
15   information to continue providing multimedia content;  
16           blocking specific calling numbers automatically after sample  
17   multimedia content has been provided, until payment is made; and  
18           blocking specific calling numbers permanently.

1   104. The computer program product of claim 103, further comprising the  
2   step of:  
3           providing advertising content to the end-user.

1   105. The computer program product of claim 104, wherein the step of  
2   providing advertising content to the end-user comprises at least one of:  
3           providing advertising content by class of service;  
4           providing advertising content based on selected multimedia content;  
5           providing advertising content before and/or after providing selected  
6   multimedia content; and

7           providing advertising content based on a timed advertising interval.

1    106.   The computer program product of claim 88, wherein the media delivery  
2    interface module is further operable to perform the step of:

3           requesting the selected multimedia content from a Web server.

1    107.   The computer program product of claim 106, wherein the step of the  
2    requesting the selected multimedia content from a Web server comprises the  
3    step of:

4           requesting the selected multimedia content from the Web server using a  
5    uniform resource locator.

1    108.   The computer program product of claim 107, wherein the data  
2    communications network is the Internet.

1    109.   The computer program product of claim 88, wherein the media delivery  
2    interface module is further operable to perform the step of:

3           requesting the selected multimedia content from a multimedia content  
4    server.

1 110. The computer program product of claim 109, wherein the step of the  
2 requesting the selected multimedia content from the multimedia content server  
3 comprises the step of:

4 requesting the selected multimedia content from the multimedia content  
5 server using a uniform resource locator.

1 111. The computer program product of claim 110, wherein the data  
2 communications network is the Internet.

1 112. The method of claim 80, further comprising the steps of:  
2 providing a physical interface for a plurality of multimedia content  
3 feeds, and  
4 converting an incoming format of each multimedia content feed into an  
5 internal media format.

1 113. The method of claim 112, wherein a multimedia content feed comprises  
2 proprietary content or content not available on the Internet and the method  
3 further comprises the step of:

4 relaying the converted multimedia content feed for delivery to the end  
5 user.

1 114. The method of claim 113, wherein the incoming format of the  
2 multimedia content feed includes at least one of analog voice, digital voice,  
3 dial-up telephony via a voice response unit, and Internet Protocol streaming  
4 media protocols.

1 115. The method of claim 112, wherein a multimedia content feed comprises  
2 publicly available Internet content and the method further comprises the step  
3 of:  
4 delivering the multimedia content directly for delivery to the end user.

1 116. The method of claim 112, wherein a multimedia content feed comprises  
2 publicly available Internet content and the method further comprises the steps  
3 of:  
4 relaying the converted multimedia content feed for delivery to the end  
5 user if there are capacity limitations on a source the multimedia content feed, if

6 there are cost advantages, or if the multimedia content is to be stored for future  
7 use.

1 117. The method of claim 112, further comprising the step of:  
2 providing temporary storage for multimedia content that is to be stored  
3 for future use.

1 118. The method of claim 117, wherein a multimedia content feed comprises  
2 multimedia content to be stored for future use and the further comprises the  
3 step of:  
4 storing the converted multimedia content;  
5 retrieving the converted multimedia content; and  
6 delivering the retrieved converted multimedia content for delivery to the  
7 end user.